



REQUEST FOR QUALIFICATIONS (RFQ)

Craft Brewing and Distilling Business Incubator Planning Study

Deadline: Friday, October 14, 2016 (4:00 p.m. PDT)

Purpose:

The City of Tumwater seeks the services of a consultant for an exciting project to complete a feasibility study for business incubators to support startups and expansions of craft breweries, distilleries, and cideries as part of the Craft Brewing and Distilling Center hub.

The City of Tumwater has been convening a group of partners to establish this hub of innovation that supports production of craft beer, cider, and spirits, called the Craft Brewing and Distilling Center. This "Center of Excellence" includes an education component, spearheaded by South Puget Sound Community College, business incubators (the focus of this planning project), and operating craft breweries, cideries, and distilleries, and supporting businesses. Building supports for these emerging craft beverage industries is the primary strategy to catalyze redevelopment of the former Olympia Beer brewery for the benefit of the community and Washington State. This project has positive implications for the sectors across the supply chain.

An important component of the Craft Brewing and Distilling Center is an incubator program that supports start-up and expanding craft distilling, brewing, and cider-making businesses. Developing a program tailored to the needs of the industry that grows targeted businesses requires smart planning and thorough knowledge of the industry itself. The feasibility study is intended to provide community leaders with a roadmap to develop a program and garner investment for appropriately designed and scaled business incubator facilities.

The study will include the following elements:

1. Identify and define a matrix of options/models of business incubation appropriate to craft brewing, distilling and cider-making and assess the business case of each.
2. Outline considerations for incubation programs and facilities specific to craft brewing, distilling, and cider production. Identify best practices for industry-specific business incubators and a preliminary plan to avoiding failure, structure for success, and models of operation. Consider cooperatives, shared space with education programs, collectives, and federal and state regulations governing production of alcohol and taxation and bonding implications.
3. Develop capital facility requirements, cost, siting, legal and practical considerations, and implications of incubator facilities and programs that inform development of appropriate partnerships, governance structure, and general site requirements.
4. Recommend best model and develop pro forma and implementation. Estimate the costs for the construction of a facility and required amenities. Quantify potential economic impacts of recommended programs and facilities (see Attachment A, Economic Impacts Reporting).
4. Identify public partners at the local, regional, state and federal level as potential funding partners for facility funding and program operation.
7. Present the findings of the study to the partners, City Council, and other parties; in addition to preparing a final publishable report for distribution.

Background:

The project is part of a strategy for redevelopment of the Tumwater brewery. Successful redevelopment of the Tumwater brewery site has been identified as a significant City Council priority. The City of Tumwater has taken a number of steps to facilitate the redevelopment process. These include the documents listed below, which are available on the City's website at www.ci.tumwater.wa.us/brewery.

- Brewery Action Plan (updated 2016)
- Tumwater Craft Brewing and Distilling Study (2015)
- Tumwater Historic Site Study (2015)
- SEPA Planned Action for the Historic Site (2016)
- E Street Crossing (Pre-design)
- Tumwater Market Study (2015)
- Tumwater Brewery District Plan (Zoning & Design Guidelines) (2015)
- Shoreline Master Program Update – 2014

- Community Visioning Project for South Brewery Site and subsequent Brewery Action Plan for entire brewery complex – 2011, updated 2016
- Capital Facilities Plan – 2011
- City-wide Strategic Plan – 2010
- Economic Development Element of the City Comprehensive Plan – 2010
- Tumwater Park, Recreation and Open Space Plan – 2008
- Tumwater Transportation Plan – 2008
- Tumwater Historic District Infrastructure Analysis – 2005
- New Market Historic District Plan – 1993

Our partner, South Puget Sound Community College, is currently undertaking design and a process for siting the Center for Craft Brewing and Distilling and application for program approval of craft brewing, distilling, and cider-making applied instruction programs.

Consultant Requirements:

The consultant must have expertise in business incubation models, state and federal laws governing alcohol production, bonding, and taxation, feasibility analysis, economic development, and ideally, experience in the beer, cider, and spirits industry. The consultant must demonstrate the capacity to successfully and articulately present information in writing and in-person.

Roles/Responsibilities and Proposed Budget:

Through funding from the Washington State Department of Commerce, Community Economic Revitalization Board (CERB), South Puget Sound Community College, and the City of Tumwater; funding in the amount of \$40,000 is available for this project.

The City of Tumwater will be the lead agency for the project.

The project is scheduled to be completed by July 31, 2017.

Submission Requirements:

Firms or individuals interested in being considered for this project must submit six (6) copies of their Statement of Qualifications (SOQ). Submittals must be limited to 20 pages (or 10 double-sided pages) maximum, including transmittal letter. Submittals must include the following information:

1. Name, address and telephone number of the firm or individual, and the primary contact.
2. Names of key principals and key personnel who would be dedicated to this project, hourly rates for service, and their experience and qualifications.

3. Consultant team's background, size, and relevant experience.
4. List of project references, including contact persons and phone numbers, and if available, web links to the relevant final documents/plans.

SOQs for this work must be received no later than 4:00 P.M. (PDT), Friday, October 14, 2016, to City Clerk, Tumwater City Hall, 555 Israel Road, SW., Tumwater, WA, 98501.

Clarification questions about the RFQ may only be submitted by email to Heidi Behrends Cerniwey, Assistant City Administrator/Brewery Project Manager, at hcerniwey@ci.tumwater.wa.us. No other questions or phone calls will be accepted. Additional information about the brewery property and the Craft Brewing and Distilling Center is available on the City's website at www.ci.tumwater.wa.us/CBDC.

Selection Process:

A selection committee will open and begin review of the SOQs the week following the deadline. The committee will develop a short list of firms to invite for an interview. The interview may occur in person or over the phone and will likely be scheduled during the week of October 24, 2016. The City will notify firms of the outcome of this process within two weeks of the deadline. Consultants will be evaluated according to the following criteria:

1. Consultant's experience with similar projects
2. Commitment of key staff to project
3. Ability to complete work in a timely manner
4. Strength of client recommendations

Terms and Conditions:

1. The City reserves the right to reject any and all SOQs, and to waive minor irregularities in any SOQ.
2. The City reserves the right to request clarification of information submitted, and to request additional information from any consultant.
3. The City reserves the right to award a contract to the next most qualified consultant, if the successful consultant does not execute a contract within thirty (30) days after the selection of the consultant.
4. Any SOQ may be withdrawn up until the date and time set forth above for opening of SOQs. Any SOQ not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide the City the services

described in the attached specifications, or until one or more of the SOQs have been approved by the City administration, whichever occurs first.

5. The contract resulting from the acceptance of the SOQ by the City shall be in the form supplied or approved by the City, and shall reflect the specifications in this RFQ. A copy of the contract is available for review. Pursuant to Tumwater Municipal Code (TMC) Chapter 3.46, service provider shall provide employee benefits or an equivalent sum to the domestic partners of their employees involved in service provider's operations if such benefits are provided to employees' spouses as more particularly set forth in Chapter 3.46 TMC. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFQ, and which is not approved by the City Attorney's office.
6. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFQ.

Compensation:

1. Upon selection of the most qualified firm on the basis of demonstrated competence and qualifications for the type of professional services required, the City will negotiate a price which it determines fair and reasonable. If the City is unable to negotiate a satisfactory contract with the firm selected, negotiations with that firm will terminate and the City may select another firm.
2. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the persons performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

Attachments:

- A. Economic Impacts Reporting

Date of Issuance: September 29, 2016

Attachment A: Economic Impacts Reporting

The following list of economic impacts are required by the grantor (Community Economic and Revitalization Board (CERB):

The following economic impacts and demographics must be provided as part of the study:

- a. A product market analysis linked to economic development.
- b. A market strategy containing action elements linked to timelines.
- c. Identification of targeted industries.
- d. Identification of the group responsible for implementing the marketing strategy. Describe the group's capacity to complete the responsibility.
- e. The site's appropriateness by addressing, at minimum, appropriate zoning, affect to the state or local transportation system, environmental restrictions, cultural resource review, and the site's overall adequacy to support the anticipated development upon project completion.
- f. A location analysis of other adequately served vacant industrial land.
- g. Total funding for the public facilities improvements is secured or will be secured within a given time frame.
- h. An analysis of how the project will assist local economic diversification efforts.
- i. Indicate the specific issues that will be addressed.
- j. List one or more economic outcomes that you expect from the proposed CERB project.
- k. Describe the specific, quantifiable measures of the outcome(s) that will indicate success. Describe in measurable terms what you expect to be able to show as progress toward the outcome for each year before the whole outcome has been achieved.
- l. Describe what data you will collect to determine whether the outcome is being achieved.
- m. Describe the data collection procedure including when data will be collected, from whom and by whom.
- n. The estimated median hourly wage of the jobs created when development occurs.
- o. If the project is determined to be feasible, the following information must be provided within the final report:
 1. Total estimated jobs created (in FTEs).
 2. Describe benefits offered to employees.
 3. Describe the median hourly wage of the new jobs in relation to the median hourly county wage.
 4. The county three-year unemployment rate in relation to the state rate.
 5. County population change in the last five years.
 6. The estimated jobs created represent what percentage of the county's labor force.

7. The estimated jobs created represent what percentage of the county's unemployed workers.
8. Estimated new annual state and local revenue generated by the private business.
9. Estimated private investment generated by project.